



The Georgia Department of
Defense

The DoD Role in Crisis Communication

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National Guard

Preparing for Crisis Communication

Providing sustainable, effective means to communicate
with key audiences.

Ga DoD PAO DSCA Tasks

Phase 0 SHAPE	Phase I ANTICIPATE	Phase II RESPOND	Phase III OPERATE	Phase IV STABILIZE	Phase V TRANSITION
Phase 0	Phase I	Phase II	Phase III	Phase IV	Phase V
<p>Tasks: Determine strat com message goals. Complete PAG, Determine key messages by audience and BPT respond to media inquiries while synchronizing initial messaging with GEMA.</p> <p>Media Posture: Reactive.</p> <p>Stratcom Priority: (C1) Communicate capabilities to outside stakeholders.</p> <p>Themes: Training</p>	<p>Tasks: PAO staffs MOC/JOC. Upon determining responding units, Component PAOs deliver PAG and instructions for media engagement.</p> <p>Media Posture: Active - Primary engagement through social media channels</p> <p>Stratcom Priority: (S1) Localize response story to feature Guard response.</p>	<p>Tasks: Army PAO coordinates for images from UPARS. UPARS facilitate media engagement as approved by DoD PAO.</p> <p>Media Posture: Active - Primary engagement through social media channels. News releases to local/national media</p> <p>Stratcom Priority: (G1) Images of Guardsmen working with Civil authorities</p>	<p>Tasks: MPAD /PAO analyze news reports and localize coverage to leverage Ga. DOD strat com messages</p> <p>Media Posture: No Change</p> <p>Stratcom Priority: (G3) Images of Guardsmen working with Civil authorities</p> <p>Theme: Coordination with civil authorities.</p>	<p>Tasks: No Change</p> <p>Media Posture: No Change</p> <p>StratCom Priority: (S3) Images of first responders and citizens with Guard in background role demonstrating transition.</p> <p>Theme: transition and order</p>	<p>Tasks: No Change</p> <p>Media Posture: No Change</p> <p>Stratcom Priority: (S2, F1) Images of reunions/ signs of appreciation from impacted community</p> <p>Theme: Employer/ community support for the Guard</p>

Crisis Communication Case Study: PAX

1: Align messages across all channels.

2. Synchronize words, actions, and images to provide value to key



Georgia National Guard shared a link.
January 29

PHOTO: Georgia Guardsmen are on the roads to support first responders and assist stranded motorists.



Winter Storm Response

www.flickr.com

ATLANTA, Jan. 29, 2014 - The Georgia Guard has mobilized Guardsmen and equipment to assist civil authorities following Winter Storm Leon by aiding stranded motorists. Georgia Army National Guard photo provided by Maj. Daniel Miller / released

Like · Comment · Share

173 4 14 Shares

Flickr.com/georgiaguard

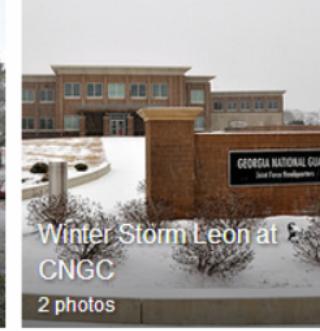
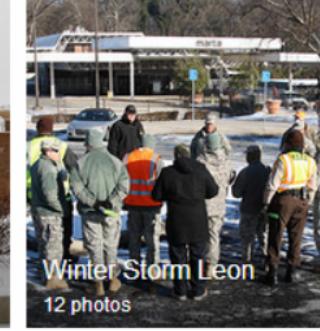
 Georgia National Guard
Georgia National Guard

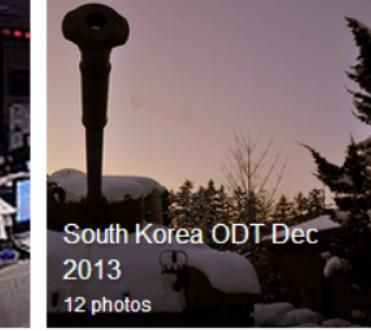
193 Albums July 2009 Member Since

Photostream **Albums** Favorites Photo Books

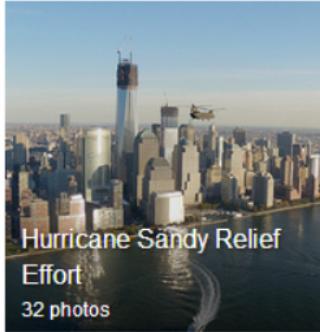
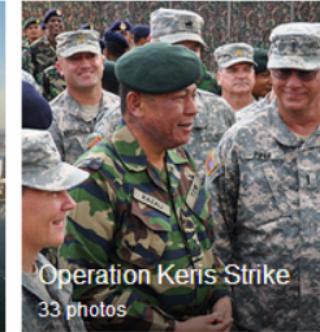
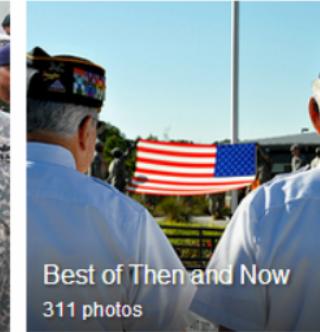
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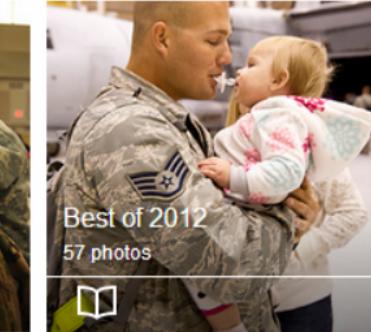

Southwest Border
5 photos

Winter Storm Pax Response
33 photos

Winter Storm Leon at CNGC
2 photos

Winter Storm Leon
12 photos

Winter Storm Photos
12 photos

South Korea ODT Dec 2013
12 photos

Shared Horizons 2013
6 photos


KFOR
9 photos

Hurricane Sandy Relief Effort
32 photos

Operation Keris Strike
33 photos

Best of Then and Now
311 photos

Best of 2013
44 photos

Best of 2012
57 photos

Best of 2011
78 photos

Facebook and Twitter

Post Details



Georgia National Guard

Kristina Whitley sent this message and photograph:

"I Can't thank Governor Deal and the Georgia Guard enough for saving my 4 year old today. Thank you Guardsman Rob Freeman"



about a week ago

[Like](#) [Comment](#) [Share](#)

208 Likes 1 Comment 50 Shares

5,580 people saw this post

[Boost Post ▾](#)

5,580 People Reached

498 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

208 Likes 1 Comments 50 Shares

FROM LIKES, COMMENTS & SHARES

215 Likes 20 Comments 4 Shares

TOTAL

423 Likes 21 Comments 54 Shares

661 Post Clicks

514 Photo Views 0 Link Clicks 147 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 1 Unlike Page

★ Tweets most favorited



GA National Guard @GeorgiaGuard - February 15, 2014, 4:07 am (GMT) via web - 49 retweets 29 favorites [...]
@GeorgiaGuard has assets in Augusta near quake. Task Force reports no damage. Ready to respond.

Facebook: 498 likes
comments and shares
661 post clicks (links to
Flickr site)
Total 1,159 interactions

Twitter: 49 retweets,
29 favorites Total: 78
interactions.

PHASE 0 SHAPE

PHASE 0

Tasks: Determine strat com message goals. Complete PAG, Determine key messages by audience and BPT respond to media inquiries while synchronizing initial messaging with GEMA.

Media Posture: Reactive.

Stratcom Priority: (C1)
Communicate capabilities to outside stakeholders.



GA National Guard @GeorgiaGuard · Feb 11

Ga. #NationalGuard monitors #WinterStorm conditions & coordinates with @GeorgiaEMA from the Guard Joint Ops Center.



12

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[View more photos and videos](#)



GA National Guard @GeorgiaGuard · Feb 11

From @GeorgiaDOAS Gov. Deal orders release of state employees not involved winter response. fb.me/1R9KgoGt2



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PHASE 1 ANTICIPATE

Phase I

Tasks: PAO staffs MOC/JOC. Upon determining responding units, Component PAOs deliver PAG and instructions for media engagement.

Media Posture: Active - Primary engagement through social media channels

Stratcom Priority: (S1) Localize response story to feature Guard response.

Theme: DSCA capabilities in support of the Guard



GA National Guard @GeorgiaGuard · Feb 10

Ready to Roll! the Ga. #NationalGuard is working with @GeorgiaEMA and @GADeptofTrans ahead of the winter storm.



42



11



View more photos and videos

PHASE 2 RESPOND

Phase II

Tasks: Army PAO coordinates for images from UPARS. UPARS facilitate media engagement as approved by DoD PAO.

Media Posture: Active – Primary engagement through social media channels. News releases to local/national media

Stratcom Priority:
(G1)
Images of Guardsmen working with Civil authorities



General Frank J. Grass

3,949 likes • 319 talking about this

Government Official

Welcome to the official Facebook page of General Frank J. Grass, Chief of the National Guard Bureau.

About – Suggest an Edit Photos Likes DVIDS Unit News Videos

Post Write something on General Frank J. Grass's Page...

General Frank J. Grass shared a link. 16 minutes ago

Thank you to all who are working so hard to assist civil authorities during this latest round of winter weather -- stay safe!



Recent Posts by Others on General Frank J. Grass See All

King Karma A MasterMind Thank you, Sgt. Maj. Bryan B. Battaglia, Senior Enlisted... 5 hours ago

Illinois National Guard Check this out. Chief Mitch Brush - Senior Enlisted Advise... 11 hours ago

Mark Isaac Inowei @Markinowei_007: Learn how to avoid scams that appear t... Yesterday at 3:02pm

Les Moore Nasogastric Tubes & Restraint Chairs....It's what's for dinn... 11 February 11 at 11:36pm

The National Guard From General Frank J. Grass: Let us join the nation throu... 161 2 February 7 at 4:35pm

More Posts

PHASE 3 OPERATE

Phase III

Tasks: MPAD /PAO analyze news reports and localize coverage to leverage Ga. DOD strat com messages

Media Posture: No Change

Stratcom Priority: (G3)
Images of Guardsmen working with Civil authorities

Theme: Coordination with civil authorities.



GA National Guard @GeorgiaGuard · Feb 12

#Teamwork @GADeptofTrans and Ga NationalGuard vehicles working together in Dahlonega. bit.ly/1gw3Ebt



13



9



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GA National Guard @GeorgiaGuard · Feb 12

3 months after returning from Afghanistan, the Ga.Guard's 878th En Bn mobilizes to help fellow Georgians. bit.ly/1evgfq2 #WX #Pax



9



2



Ga DoD PAO DSCA Tasks

**PHASE 4
STABILIZE**

Phase IV

Tasks: No Change

Media Posture: No Change

StratCom Priority:
(S3) Images of first responders and citizens with Guard in background role demonstrating transition.

Theme: transition and order



GA National Guard @GeorgiaGuard · Feb 13

@GADeptofTrans and @GeorgiaEMA getting roads cleared and moving assets to critical areas. Great job #teamwork.



PHASE 5 Transition

Phase V

Tasks: No Change

Media Posture: No Change

Stratcom Priority: (S2, F1) Images of reunions/ signs of appreciation from impacted community

Theme: Employer/ community support for the Guard



Retweeted by GA National Guard

Tim Bellinger @sniper762m · Feb 12

83 yr old woman got a ride home from the hospital. She thought it was "cool". @NationalGuard @GeorgiaGuard #560th



9



11

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[View more photos and videos](#)

Final Thoughts:

Relevant pre-incident communication is decisive in crisis communication

Quality over quantity



Daily Cumulative

7d

1m

3m

All

From

11/06/2013

To

02/04/2014

Property Name

Likes

Rank

7d

1m

3m



Georgia National Guard

8,587

1,010,928

▲3.8%

▲4.2%

▲5.7%



Stats for: Your account

Stats are shown in GMT, where it's currently 7.24PM on 4th February 2014 (Tue)

Daily aggregate views on your account

